

FTC Workshop: Peer-to-Peer Filesharing

G. 1. "What is the impact of P2P file-sharing on copyright holders?"

It is the greatest advance for copyright holders since copyright was created.

Distribution

Although there may still be a profitable market for ordinary physical distribution, there is now available easy means of almost free, almost immediate, worldwide distribution of copyrighted works.

P2P (or Internetworking) eliminates the burden of shipping and of order processing.

Loss

Direct distribution is now possible, so that loss due to needs of the distributor or publisher that go against the author's intent can be avoided. Such alterations include censorship, editing, and fitting into a product line.

It is routine to send copies across digital networks with no loss of quality. Techniques such as checksums are likely to vouchsafe authenticity. There exists a problem of deliberate attack such as by spreading false copies.

Marketing

P2P is likely to lead both to broad distribution and to penetration to target markets. The advances in computers and communications create a new ability for audiences/consumers/patrons to improve the match with their interests and needs.

There will always be room for marketing specialists to identify markets and publicize works. The belief that the techniques and advantageous position of the past should be equally profitable in the new environment is an instance of wishful thinking.